

Colruyt is Belgian leader in reputation

akkanto holds first ever reputation measurement of 30 leading companies in Belgium

Brussels, 27 April 2011 – Today, communication consultancy akkanto announced the results of the first ever reputation measurement of 30 leading Belgian companies using Reputation Institute’s RepTrak™ method.

For 2011, the overall reputation leader in Belgium is Colruyt with a RepTrak™ Pulse of 84.6.

The RepTrak™ method provides companies and organisations with a quantitative, standardised measurement that enables them to identify and manage the factors that drive their reputation. It also allows them to benchmark their corporate reputation internationally.

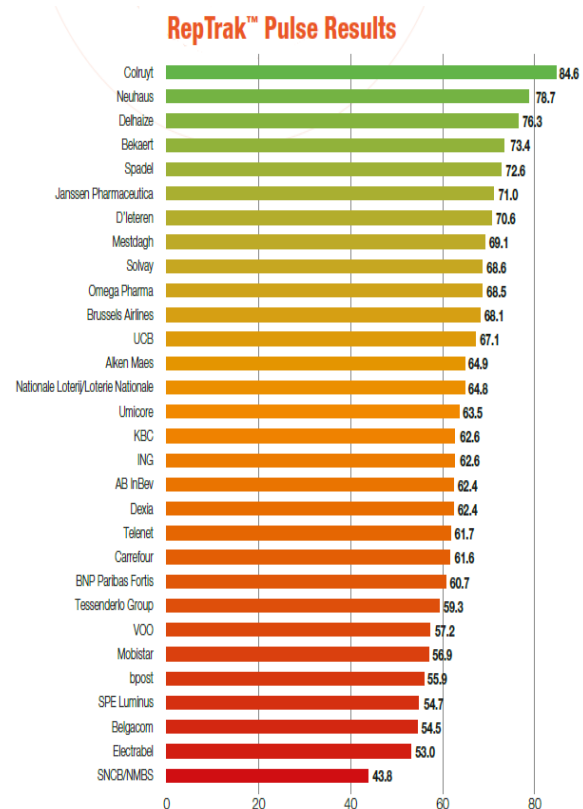
As of 2011, **akkanto** has become Reputation Institute’s associate for Belgium.

As Thierry Bouckaert, Partner and Managing Director of **akkanto** comments: *“Through our partnership with the Reputation Institute, akkanto is taking reputation management in Belgium one step further.”*

The 2011 overall reputation leader in Belgium is Colruyt with a RepTrak™ Pulse score of 84.6. This score is based on the attributes *esteem, good feeling, trust, and admiration*.

Throughout the ten year history of the RepTrak™ study, very few companies have attained a score of over 80.

Neuhaus takes the second place with a score of 78.7, followed by Delhaize with 76.3. Conversely, SNCB/NMBS Group scored the lowest with a RepTrak™ Pulse of 43.8, preceded by Electrabel who scored 53.0 and Belgacom with 54.5.



When asked about the importance of reputation management, Jef Colruyt, Chairman of Colruyt Group, said: *“At Colruyt Group, we are convinced that a good reputation results from persistently doing business in a sustainable way. Reputation grows gradually, but can be severely damaged in a very short time. Therefore, maintaining a good reputation is the daily responsibility of every single team member.”*

For this first RepTrak™ study in Belgium, Reputation Institute not only measured the “pulse” of the 30 companies selected, but also asked the respondents to rate the companies on the 7 key reputation dimensions that research has proven to be effective in getting stakeholders to support the company.

Colruyt has also ranked the highest on all 7 dimensions. The top 3 overall companies, Colruyt, Neuhaus and Delhaize, each make the top 5 for at least 5 of the 7 dimensions.

Products & Services	Innovation	Performance	Governance
1 Colruyt	1 Colruyt	1 Colruyt	1 Colruyt
2 Neuhaus	2 Janssen Pharmaceutica	2 AB InBev	2 Neuhaus
3 Bekaert	3 Bekaert	3 Neuhaus	3 Spadel
4 Spadel	4 Neuhaus	4 Bekaert	4 Delhaize
5 Delhaize	5 Solvay	5 Delhaize	5 Bekaert

Citizenship	Leadership	Workplace
1 Colruyt	1 Colruyt	1 Colruyt
2 Spadel	2 Bekaert	2 Neuhaus
3 Delhaize	3 Neuhaus	3 Janssen Pharmaceutica
4 Janssen Pharmaceutica	4 Janssen Pharmaceutica	4 Delhaize
5 Neuhaus	5 Solvay	5 Bekaert

Based on the survey results, the most influential dimensions in Belgium are “Products and Services” and “Leadership”, driving 21.5% and 17.0% of the companies’ reputations respectively.

The full report “Measuring Corporate Reputation in Belgium: Results of the Belgium 2011 RepTrak™ study” can be downloaded at <http://akkan.to/RepTrak> .

The Brussels-based independent communication consultancy **akkanto** offers a wide range of internal and external communication services at strategic level, to Belgian and international companies and institutions, in Belgium and abroad. Founded in 1995 as European Communication Strategies (CS), **akkanto** has become a leading communications consultancy in Belgium. In 2009 **akkanto** was awarded Benelux Consultancy of the Year by The Holmes Report. In 2011, **akkanto** became the official Belgian associate of the Reputation Institute, the world's leading reputation consulting firm devoted to advancing knowledge about corporate reputations and providing professional assistance to companies interested in measuring and managing their reputation proactively.

For more information, please contact:

akkanto

Thierry Bouckaert

Tel: +32 (0)2 610 10 80

GSM: +32 (0)475 22 22 00

Email: thierry.bouckaert@akkanto.com

akkanto

Eva Vanhengel

Tel: +32 (0)2 610 10 58

GSM: +32 (0)470 92 46 65

Email: eva.vanhengel@akkanto.com